(toy squeaks)

Narrator: Look at the fun that he's having with a great new toy. (toy squeaks) It's Beech-Nut Squeaky Toy Express, a special baby week bonus bound to delight your baby and it's only 25 cents with six Beech-Nut baby food labels. See the little engine and the colorful Beech-Nut animals? They'll amuse him for hours. They're soft, squeezable, plastic. Unbreakable, non-toxic, completely safe. Only from Beech-Nut. The baby food that caters to your baby's taste. Makes everything tastes so good, Baby enjoys his meals, takes the nourishment he needs without coaxing. Now for your baby's squeaky toy express, look for this handy mailing envelope at your store or just send 25 cents with any six Beech-Nut baby food labels to Beech nut box four, three, three, Albany New York.